

SFY01-02 Funding	Organization	Target Population	Service Location	Trained	Served	Reached	Final Reports
\$270,000 (\$100,000 + \$170,000)	American Cancer Society NTPC (Nevada Tobacco Prevention Coalition)	Tobacco Control Organizations or Programs	Statewide		NTPC does not operate a direct program, but serves other program operators.		Development of statewide strategic plan with coalition members. Facilitation of monthly board meetings, quarterly coalition meetings, and workgroup meetings as needed. Contracted with Geary Company for statewide communication plan, including e-newsletter and website, to serve as central resource for coalition members. Increased coalition from 22 to 39 members. Coordinated and participated in training, networking, and awareness events including: evaluation, grant-writing, tobacco-addiction, statewide annual conference, repeal of preemption, coalition development, media training, "Kick Butts," and "Tar Wars" ceremony. Development and maintenance of resource library. Extended Adult Telephone Survey beyond Clark County to Northern Nevada.
\$637,000 (\$300,000 + 337,000)	American Lung Association - TATU and NOT	Youth	Statewide	1454	481	78,878	Marketing and education to 64,112 Nevada teens; 481 teens enrolled in NOT with 28% quit rate and 71% reduction rate. 1454 teens recruited and trained to be TATU instructors; 714 presenters throughout Nevada reached 14,766 elementary students.
\$180,000 (\$90,000 + \$90,000)	Bridge Counseling Associates	At risk population smokers	Clark County		2432		Served 193 counseling clients through QUIT-T program; 95% quit rate during program. 2,239 consumers served through STOP Harm Reduction and Risk Education.
\$108,670 (\$0 + \$108,670)	Carson Tahoe Hospital	Persons with Chronic Obstructive Pulmonary Disease	Carson City, Douglas County, Lyon County		59		Served a total of 59 patients; 93% increased walk distance; 54% showed significant improvement on Modified Borg scale, which measures patient's perceived shortness of breath. Anecdotally, patients are more active and better able to do things for themselves.
\$6,900 (\$3,450 + \$3,450)	Churchill County School District	5th and 6th grade students	Churchill County	36		926	36 students trained as peer models in tobacco awareness and planned Tobacco Awareness Carnivals. 926 students attended carnivals; 84% scored above 80 on post-test.
\$1,400,000 (\$500,000 + \$900,000)	Clark County Health District	Clark County	Media campaign to denormalize tobacco			1.4 million	5 adult and 9 youth media campaigns produced and aired. Educational Message Services ended with 200 display points in 21 venues including middle schools and community locations with weekly patronage of 18,526. 22,000 youth reached; 82% recalled key messages; 18% increase among smokers who successfully quit. 2nd year strategy included information on XPOZ youth program resulting in 20 youth joining XPOZ. Message Boards installed at 40 display points on UNLV Campus; 600 brochures picked up; 3 student inquiries to Student Health Center.

	CCHD Cont.		Support and expansion of anti-tobacco coalitions				Youth Summit, "Kick Ash Bash" held 6/16/01 attended by 217 youth, including 30 from northern Nevada. Summit served to launch XPOZ media campaign; XPOZ now has over 1000 youth members, and leaders are planning second event. Supported STICC and XPOZ coalitions; initiated LTAD and UNLV coalitions. Support statewide coalition and provide resources and technical assistance to other tobacco control programs.
	CCHD Cont.		Evaluation, data sources, and surveys				Adult Telephone Survey showed 89.8% and 85.5% support for banning smoking in schools and grocery stores respectively. School Administrator Survey showed 89% have tobacco free policy, but frequently, it does not apply to teachers, and does not apply 24 hours per day. BRFSS 2001 showed 26.9% of NV adults smoke; 27.4% of Clark County adults smoke. Hispanic focus group reported awareness of dangers of secondhand smoke and concern with its prevalence in Nevada public places.
\$52,050 (\$20,425 + \$31,625)	CLASS! Publications	High School Students	Clark County	195	35,000		Anti-tobacco messages and feature stories reached 35,000 students through CLASS! publication; 195 students participated in t-shirt design contest; 5 students were awarded scholarships through the t-shirt design contest.
\$208,650 (\$93,650 + \$115,000)	HealthSmart	All Carson City residents, with emphasis on youth and seniors.	Carson City	94	2169	20,700	75 students participated in TATU program; 15 new TATU members trained; TATU program presented to 700 elementary students. Participated in Kids at Heart planning and events; provided staff support for CCTPC. 11 CCTPC members received training. Served 1420 Carson City residents through mini grants funded for: 1) expansion of Cancer Resource Center newsletter; 2) Community Health Assessment Survey; 3) Carson Advocates for Cancer Care Community event; 4) Better Breathers Program; and 5) Diabetes Exercise Program. 20,700 regional residents exposed to prevention and cessation information. Minority outreach continuing with 1 Hispanic board member and 1 Native American CCTPC member. 49 Carson City residents participated in tobacco cessation programs.
\$42,000 (\$0 + \$42,000)	Mesquite Family Resource Center	Children, Youth, and Adults	Mesquite and Bunkerville	10	86	1223	TATU training to 75 5th-6th grade students; classroom presentations to 1223 children; 90% showed increased knowledge. 10 teens received training certificates. 11 adults participated in smoking cessation; quit rate for 6 months was 18%.
\$60,000 (\$30,000 + \$30,000)	Nevada Academy - Family Physicians - Tar Wars	Fifth grade students	Statewide	136		17,000	Presentations to 17,000 5th grade students; over 90% responded positively to program; 77.8% of smokers say they will try to stop after seeing a Tar Wars presentation. 136 medical professionals recruited as presenters for 2002, representing a 4% increase. Partnered with other programs to provide training; partnered with school districts to do presentations. The total number of classrooms receiving presentations has increased by 42% over the two-year grant period.

\$76,422 (\$21,022 + \$55,400)	Nevada Department of Education	K-12 students	Statewide		Broad use; total impact unknown	Completed Youth Tobacco Survey and published report which has been presented and disseminated throughout the state. This report provides baseline data from which progress can be measured in coming years. Seven radio PSAs were developed with youth participants, and have or will air repeatedly over a 12 month period before and after popular youth broadcasts.
\$90,000 (\$90,000 + \$0)	Nevada Dental Association	Spit tobacco users	Targeted programs and statewide		192,000	(FY01 only) Brochures and posters distributed to individual dentists; the Dental School; Parks and Recreation Depts of Henderson, Las Vegas and Clark County; and Dental Societies in southern, northern, and northeastern Nevada; approx. 8000 brochures are left for further distribution. Produced film and audio for tv and radio PSAs to discourage spit tobacco use; 43 radio and tv stations played ads in 378 spots in June; 35 stations carried 628 spots in July, and 49 stations carried 943 spots in August. Program funded for one year but will continue to promote program until current supplies are expended. Considering selling ads to other state dental associations at a nominal fee.
\$107,935 (\$35,208 + \$72,727)	Nevada Medicaid	Pregnant smokers	Las Vegas	1013		1013 Medicaid Moms received 1996 interventions from the smoking cessation coordinator and MOMS home visiting care coordination staff. For SFY02, 22% of the 4665 women referred to the MOMS Las Vegas program admitted to smoking. In SFY01, 40% of low birth weight babies were born to women who smoked. Available data on birth outcomes for women receiving MOMS smoking intervention show the percent of low-birth weight babies at 10.6%
\$76,000 (\$22,000 + \$54,000)	Northstar	Northstar clientele	Washoe County	1741	2219	616 clients were enrolled in NoNic smoking cessation program; 80% completed the program. 249 of these clients were from ethnic minority groups. A total of 1492 Washoe County residents were encouraged to stop smoking, through documented contact and discussions with clinical personnel. 3003 pamphlets, brochures and books were distributed. 2,219 custodial adults were reached indirectly, toward reducing children's exposure to environmental smoke.
\$477,762 (\$176,381 + \$301,381)	St Mary's Foundation- Youth Outreach	Youth, parents, and general community	Washoe County		571,200	Survey of Washoe County residents provided baseline data on tobacco-related attitudes. TV and radio ads reach 571,200 individuals; 833,000 exposed to mall placement advertising.; 169,200 subscribers to 5 newspapers; 15,000 brochures distributed; 17,500 issues of Tobacco Times distributed. 4425 youth attended tobacco prevention presentations and activities; 1300 flyers and posters, and 3000 digital imaging brochures, distributed in schools and youth organizations. Youth Activist Coalition reached 429 youth through community events; Up to 13 youth attended coalition meetings; coalition designed and developed anti-tobacco PSAs which reached an estimated 29,250 teens.

\$239,257 (\$113,932 + \$125,325)	Southern Nevada Area Health Education Center	High School Students	Clark and Valley High Schools	55	190	5627	130 members of Students Taking Action to Terminate Unhealthy Substances (STATUS) implemented 12 anti-tobacco and healthy lifestyle events, reaching 5150 students. 85% of the students surveyed indicated that they had a better understanding of the impact of tobacco use; on average, students rated program satisfaction at 2.81 out of a possible 3.0. 55 students were nationally certified as peer educators for intervention on anti-tobacco and healthy lifestyle issues, and provided formal peer mediation to 102 students. 30 students attended NOT programming, resulting in a 10% quit rate and a 30% reduction rate. Programs that included anti-tobacco instruction with general teen health and safety issues served 160 students, with outreach to 375 students, school staff, and parents.
\$257,423 (\$115,423 + \$142,000)	STEP 2, Inc. - Lifeline	Smoking women	Washoe County and Northern Nevada		164		164 participated in group therapy focused on tobacco cessation issues; 116 received adjunctive withdrawal medication; 163 participated in hypnotherapy. 156 received health education; 16 received pregnancy specific health education. 155 mothers received ETS education; 100% of nicotine dependent mothers participated in parenting education; 100% of pregnant women accessed prenatal care. 63% of clients reported two or few relapses; 100% of babies born were drug, alcohol and tobacco free; 100% of staff evidenced no tobacco use during work hours. Networking was conducted with all four local nonprofit treatment programs.
\$171,705 (\$88,243 + \$83,462)	UNR ETS	Non-smoking casino workers	Las Vegas	This is a Research Project.			*Program extended through 12/31/02. Efforts are continuing to recruit additional study participants, through various media. There have been 545 phone calls regarding the study; 233 of the callers were eligible to participate; 88 are currently subjects in the study. Third baseline visits and genetic polymorphism analyses have been completed by 56 subjects.
\$50,000 (\$0 + \$50,000)	UNR - Healthier Opportunities for Pregnant Tobacco Users	Pregnant smokers	Reno	31		Data not yet available	A total of 31 health professionals in urban and rural OB/GYN offices were provided with training and materials for smoking cessation education. A resource manual and flexible curriculum were developed for different users and settings. Survey results indicated 25% to 40% of respondents had increased knowledge or skills through project participation. Clinicians felt they were unsuccessful with patients if they applied too much pressure to quit or if they overwhelmed the patient with literature. Obtaining informed consent, as required by the Human Subjects Protection protocol, was reportedly "too much effort for offices," resulting in only 20 respondents, for whom data have not yet been received. A finding of the project was a lack of awareness about how successful smoking cessation efforts can be when health practitioners bring up the subject and offer to help. One identified barrier was the difficulty in prescribing medications for smoking cessation for pregnant women; pharmacies sent back prescriptions and refused to comply, in two cases.

\$766,987 (\$413,358 + \$518,024 - \$164,395)	UNR - Helpline	Youth and adult tobacco users attempting to quit	Statewide	1633 (576 received medication)	1836	Served total of 1633 new clients with 8290 counseling/follow-up calls. Additionally, there were 2070 information only calls serving 1836 individuals. 727 new clients were patient referrals. Developed three new corporate accounts for telephone counseling and educational classes. Collaboration with NTPC to address tobacco use in managed care. 361 out of 657 classroom participants completed two or more NoNic sessions, which are required for medication assistance. Classes were offered in English and Spanish, and training was provided in multiple locations around the state. Quit rates were significantly higher than national average of 21% with: 25.6% at 3 months; 28.3% at 6 months; 37.2% at 9 months; and 43.5% at 12 months. Reduction rates were: 31.2% at 3 months; 47.5% at 6 months; 51.9% at 9 months, and 42.9% at 12 months. Medicaid coverage for this program was cleared 12/7/01 with a policy requiring all pharmacy providers to supply recipients of nicotine cessation products with the Helpline number.
\$1,300,102 (\$800,102 + 500,000)	UNLV-School of Dentistry	High School Juniors	Statewide	10,292	15,735	72 out of 83 schools agreed to participate. 64,500 screenings offered; 10,292 provided. Oral health/tobacco intervention education provided to 15,735 students; over 10,000 received direct 1:1 intervention education. Confidential Diagnostic Reports provided with all screenings. Many students committed to take action on the health issues identified in the screenings. A post-program survey of adults from participating schools showed significant or high impact on knowledge, attitude and behavior. Some referrals made to the Helpline and to the NOT program; all 545 participants showing pathologies of concern were referred to a medical or dental provider. Contract negotiated with Pediatric Dental Residency Program for no-cost dental specialty services for a minimum of 38 more indigent students identified during the 2001-02 grant year. Database developed to provide clinical documentation regarding the prevalence of tobacco use and manifestations of oral health problems in the targeted population. Reports disseminated to state and professional organizations.
\$25,000 (\$0 + \$25,000)	Washoe Health System-Give Back to the Community	Health Enhancement Services Clients	Reno	143		143 program participants are in the process of quitting tobacco use. This program was combined with the "Yes To Life" program to improve participation. Best practices are documented.
\$100,000 (\$0 + \$100,000)	WestCare -	WestCare Substance Abuse Treatment Clients	Clark County	880	833	Out of 653 youth and adults participating in tobacco cessation program, 608 completed the program. 833 youth were reached through education and prevention groups. Life Skills training presented to 227 youth. 608 youth and adults were screened at intake for nicotine dependence and smoking behaviors; 273 participants were screened with the newly developed "stages of change" tool; 190 treatment plans were developed. 5 employee referrals were made to the Helpline.